face for the display **120**. In other such examples, the camera **118** of the vehicle **100** sends, via the communication module **114**, the image of the advertisement **110** to the mobile device **102** to enable the billboard segmenter **126** of the mobile device **102** to generate the billboard interface for the display **120** of the vehicle **100**.

**[0033]** Additionally or alternatively, the mobile device **102** of the illustrated example may present the billboard interface to the user **104** via a display (e.g., a display **414** of FIG. **4**) of the mobile device **102**. The billboard interface may be presented to the user **104** via the display of the mobile device **102** when the user **104** remains within the vehicle **100**, after the user **104** exits the vehicle **100**, and/or as the user is walking near the billboard **108**. For example, the camera of the mobile device **102** may obtain the image of the advertisement **110** and the display of the mobile device **102** may present the billboard interface as the user **104** walks along a side of the road **106** near the billboard **108**. Further, when the user **104** is in a public transportation vehicle (e.g., a bus, a train, etc.), the camera of the mobile device **102** may obtain an image of an advertisement (e.g., located in the public transportation vehicle, located on a billboard next to the public transportation vehicle, etc.) and the display of the mobile device **102** may present the billboard interface to the user **104**.

**[0034]** FIG. **2** illustrates an example image **200** of the advertisement **110** of the billboard **108** that is obtained via a camera (e.g., the camera **408** of FIG. **4**) of the mobile device **102** and/or the camera **118** of the vehicle **100**. In the illustrated example, the image **200** includes a first segment **202** (the "HOT DOG STAND" logo), a second segment **204** (the "No Ketchup" slogan), a third segment **206** (a product image of a hot dog, a drink, and fries), a fourth segment **208** (an address of "555 W. Pederson Ave"), a fifth segment **210** (a phone number of "1-773-555-5555"), and a sixth segment **212** ("Just Ahead" directions).

**[0035]** The billboard segmenter **126** of the mobile device **102** includes an image recognition system that identifies one or more of the segments **202**, **204**, **206**, **208**, **210**, **212** of the image **200**. For example, the image recognition system identifies one or more of the segments **202**, **204**, **206**, **208**, **210**, **212** of the image **200** via a deep neural network algorithm. In some examples, the image recognition system identifies one or more of the segments **202**, **204**, **206**, **208**, **210**, **212** by identifying corresponding boundaries and features within the corresponding boundaries. The billboard segmenter **126** compares the features within the identified boundaries to segment entries of a database. Further, the database also includes event entries that correspond to the segment entries. When the billboard segmenter **126** matches a feature within a boundary of the image **200** with a segment entry of the database, the billboard segmenter **126** associates the segment of the image **200** with the corresponding event entry of the database. For example, the image recognition system identifies a boundary around the first segment **202**, identifies a feature within the boundary (the "HOT DOG STAND" logo), compares the feature to the segment entries of the database, matches the boundary to one of the segment entries (a "HOT DOG STAND" entry), and associates the first segment **202** to a corresponding event entry (e.g., access a "HOT DOG STAND" website) of the database. Based on one or more of the segments **202**, **204**, **206**, **208**, **210**, **212** of the image **200** of the advertisement **110** of the billboard **108**, the billboard segmenter **126** generates a billboard interface.

**[0036]** FIG. **3** illustrates an example billboard interface **300** that is generated by the billboard segmenter **126**. The billboard interface **300** is presented via the display **120** of the vehicle **100** to enable the user **104** of the vehicle **100** to obtain, utilize, navigate and/or interact with information associated with advertisement **110**.

**[0037]** The billboard interface **300** of the illustrated example is based on the image **200** of the billboard **108**. For example, the billboard interface **300** includes the first segment **202** (the "HOT DOG STAND" logo) defined by a boundary **302**, the second segment **204** (the "No Ketchup" slogan) defined by a boundary **304**, the third segment **206** (a product image of a hot dog, a drink, and fries) defined by a boundary **306**, the fourth segment **208** (an address of "555 W. Pederson Ave") defined by a boundary **308** , and the fifth segment **210** (a phone number of "1-773-555-5555") defined by a boundary **310**. Each of the boundaries **302**, **304**, **306**, **308**, **310** of the billboard interface **300** defines a corresponding hyperlink that initiates a corresponding event. For example, the hyperlink defined by the boundary **302** opens a website of "HOT DOG STAND," the hyperlink defined by the boundary **304** opens a social media page of "HOT DOG STAND," the hyperlink defined by the boundary **306** opens a food-ordering app to place an order with "HOT DOG STAND," the hyperlink defined by the boundary **308** prompts directions to be provided for a location of "HOT DOG STAND," and the hyperlink defined by the boundary **310** initiates a phone call to a phone number of the location of "HOT DOG STAND."

**[0038]** In the illustrated example, the billboard interface **300** has a different aspect ratio than that of the image **200** of the advertisement **110** of the billboard **108**. For example, the aspect ratio of the billboard interface **300** may be defined to accommodate the dimensions of the display **120** of the vehicle **100**. As illustrated in FIGS. **2** and **3**, one or more of the segments **202**, **204**, **206**, **208**, **210** may be shifted and/or rearranged in the billboard interface **300** relative to their position in the image **200** to enable the segments **202**, **204**, **206**, **208**, **210** to fit within the aspect ratio of the billboard interface **300**.

**[0039]** Further, in the illustrated example, each of the segments **202**, **204**, **206**, **208**, **210** of the billboard interface **300** are identical or substantially similar to the segments **202**, **204**, **206**, **208**, **210** of image **200** of the advertisement **110** of the billboard **108**. In other examples, the billboard interface may include segments that are visually different, but correspond to, segments of the image **200**.

**[0040]** Additionally, as illustrated in FIG. **3**, the billboard interface **300** of the illustrated example does not include a segment that corresponds to the sixth segment **212** of the image **200**. For example, the database may not include a segment entry that matches the sixth segment **212** and, thus, the billboard interface **300** generated by the billboard segmenter **126** does not include a corresponding segment.

**[0041]** FIG. **4** is a block diagram of electronic components **400** of the mobile device **102**. As illustrated in FIG. **4**, the electronic components **400** include a microcontroller unit, controller, or processor **402**. Further, the electronic components include memory **404**, a GPS receiver **406**, a camera **408**, a communication module **410**, another communication module **412**, and a display **414**.